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## EAST OF BROADWAY

By Paul Schofield

The story concerns itself with the attempts of a young man to get on the New York police force and never before did we realize how hard it is to qualify for such a job. Peter Mullaney, a boy who lives on the East Side, has a burning desire to become one of the "finest." At first he is turned down summarily because he is not tall enough, but he proves himself worthy of the place by knocking one of the largest applicants, for a row of tin cans. The Commissioner changes his mind and tells Mullaney that he will receive his badge if he can pass the written examination satisfactorily. Mullaney studies hard but is stumped by one question concerning the whereabouts of the Tropic of Capricorn. He asks John Gaffney, an old friend of his on the force, where it is and Gaffney tells him it must be up in the Bronx. And so next day at the examination, that is the answer he gives to that particular question. The highly educated Commissioner is very indignant at such an answer and refuses to pass Mullaney. Peter is heart-broken but goes out with Gaffney for the last time before turning in his uniform. A thrilling robbery takes place and a fight ensues in which Gaffney is killed but Peter, although severely wounded, rounds up the gang and is rewarded by being made a member of the force, and is able to marry his sweetheart, Judith McNulty, a beautiful little waif, who has escaped from an orphan asylum.

The picture is full of human interest and stirring drama from beginning to end. Owen Moore, as Peter Mullaney, is very well cast and gives as fine a bit of screen acting as we have seen in a long, long time. Marguerite De La Motte, as Judith McNulty and Mary Carr, as old Mrs. Morrissey, are exceptionally fine in their parts, as is also Ralph Lewis as the Police Commissioner.



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DEC 13 1924

## Story of The Play

**T**HE city comes to the beach for a quiet Sabbath. Among the many on the sands are Mary Stevens whom nature had endowed with a fine appreciation for life's refinements and Kenneth McLane, a young draughtsman who has a right to celebrate. He has just been given a raise of ten dollars per month. All about Mary are the evidences of poverty. Dirty children who never will have a chance at the finer things of life. All of it disgusts her, seems coarse, so that when Kent who has been figuring it out on paper and decides that they can get married at once, she says that it can not be in such poverty.

They get in the car and are off. They go dashing up and down the high inclines and round the dizzy turns. All at once there is a terrible cry. The train of cars has broken away from the track and has tumbled off the very top and into the ocean.

On the yacht that they had seen before is the party of young people and their host, Chester James, a young lawyer, whose practice pays for his cigarettes while his mother pays for his yacht. Seeing the terrible wreck occur he sets out in a tender from his yacht and picks Mary and Kent out of the water. Mary is taken on board the yacht while Kent is sent to the hospital.

The next day Mary has to go back to work in the fashion shop. That evening she is ordered to take a selection of gowns to the home of a young society girl who is holding a big reception at which she hopes to make Chester James propose to her. When she sees the gowns she goes into a tantrum and will not take any of them. In order to make a sale Mary puts one on and then the girl takes one of the others. Before Mary can get the gown off she is asked to help Mrs. Graham, the girl's mother, down the stairs. The guests are all assembled and Chester James, seeing Mary, dashes over and forces her to dance with him. When the dance is over she tries to explain her position to him, and at an opportune moment she runs away, taking the package of dresses with her. Chester follows and insists on taking her home. From that night on Chester takes her out to a long succession of dances and dinners, each time pressing her to marry him. One evening, when she has been completely dazzled by the wealth he has to offer, she accepts, and after Kent hears about it he reproaches her for selling herself and goes off to the oil fields alone.

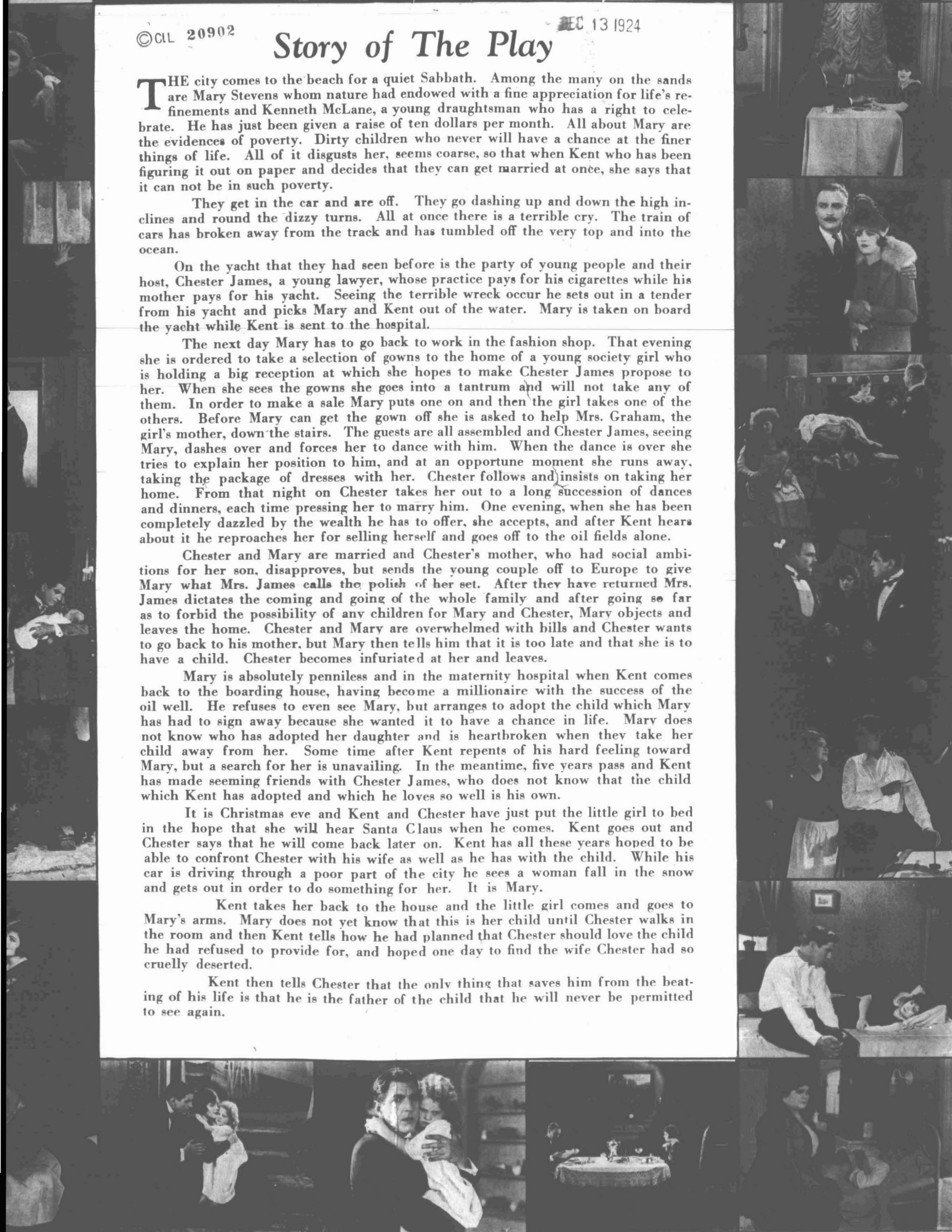
Chester and Mary are married and Chester's mother, who had social ambitions for her son, disapproves, but sends the young couple off to Europe to give Mary what Mrs. James calls the polish of her set. After they have returned Mrs. James dictates the coming and going of the whole family and after going so far as to forbid the possibility of any children for Mary and Chester, Mary objects and leaves the home. Chester and Mary are overwhelmed with bills and Chester wants to go back to his mother, but Mary then tells him that it is too late and that she is to have a child. Chester becomes infuriated at her and leaves.

Mary is absolutely penniless and in the maternity hospital when Kent comes back to the boarding house, having become a millionaire with the success of the oil well. He refuses to even see Mary, but arranges to adopt the child which Mary has had to sign away because she wanted it to have a chance in life. Mary does not know who has adopted her daughter and is heartbroken when they take her child away from her. Some time after Kent repents of his hard feeling toward Mary, but a search for her is unavailing. In the meantime, five years pass and Kent has made seeming friends with Chester James, who does not know that the child which Kent has adopted and which he loves so well is his own.

It is Christmas eve and Kent and Chester have just put the little girl to bed in the hope that she will hear Santa Claus when he comes. Kent goes out and Chester says that he will come back later on. Kent has all these years hoped to be able to confront Chester with his wife as well as he has with the child. While his car is driving through a poor part of the city he sees a woman fall in the snow and gets out in order to do something for her. It is Mary.

Kent takes her back to the house and the little girl comes and goes to Mary's arms. Mary does not yet know that this is her child until Chester walks in the room and then Kent tells how he had planned that Chester should love the child he had refused to provide for, and hoped one day to find the wife Chester had so cruelly deserted.

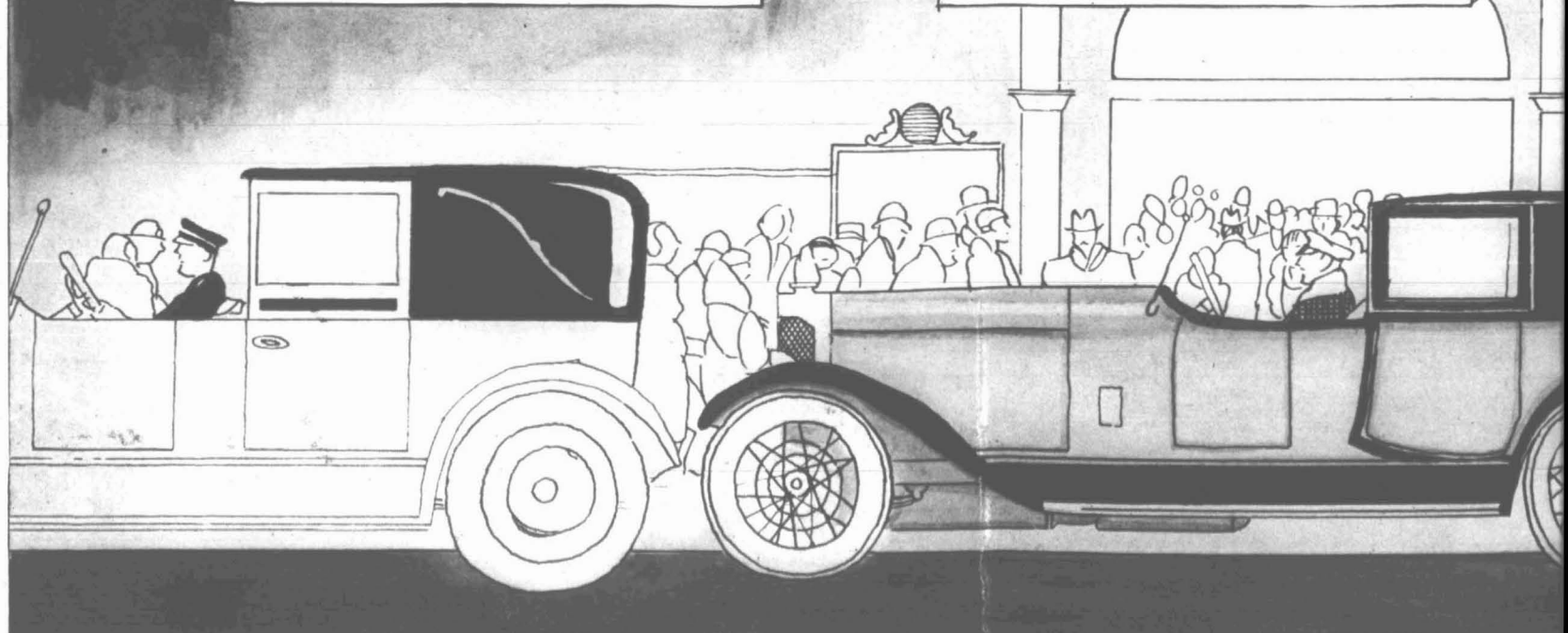
Kent then tells Chester that the only thing that saves him from the beating of his life is that he is the father of the child that he will never be permitted to see again.



24 SHEET



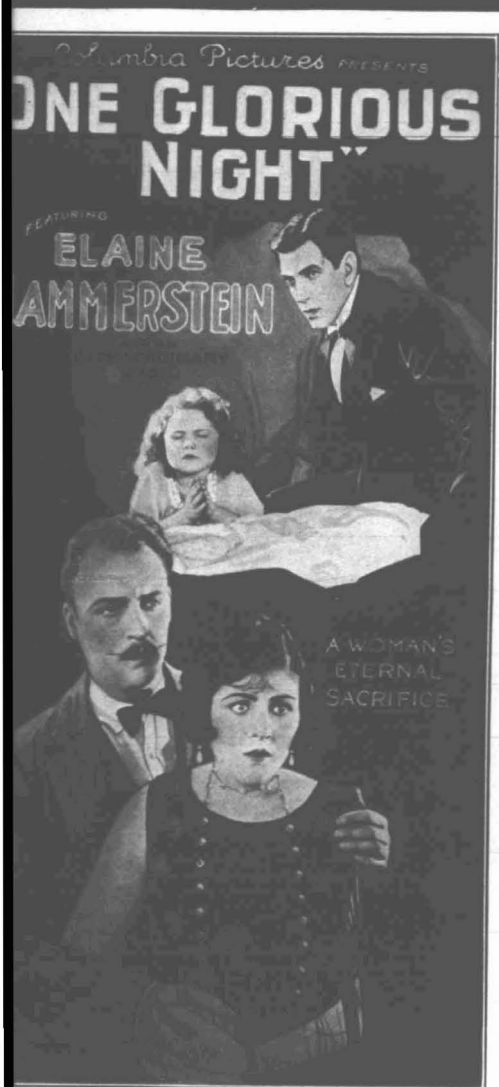
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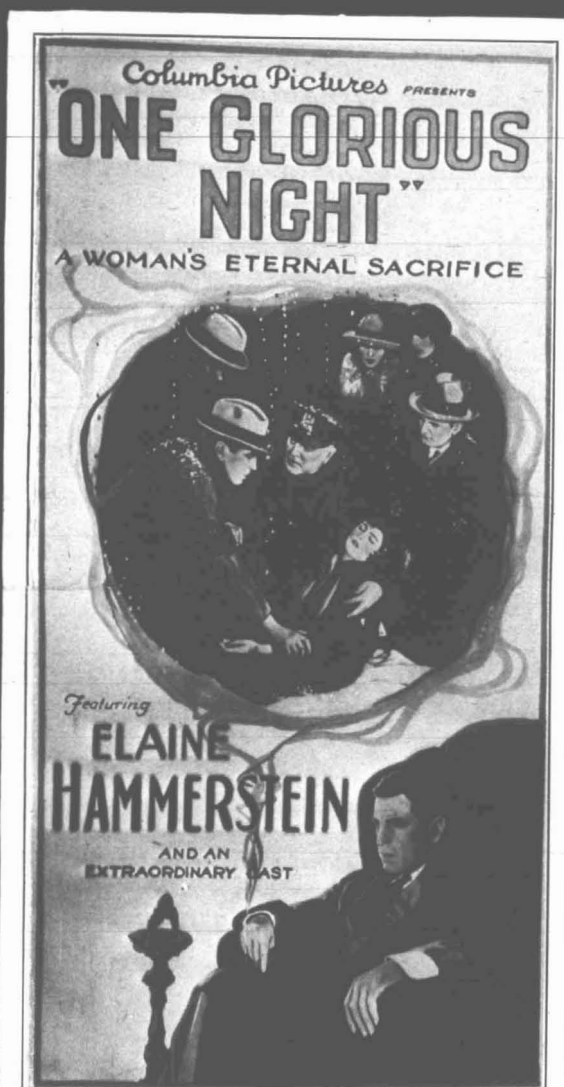




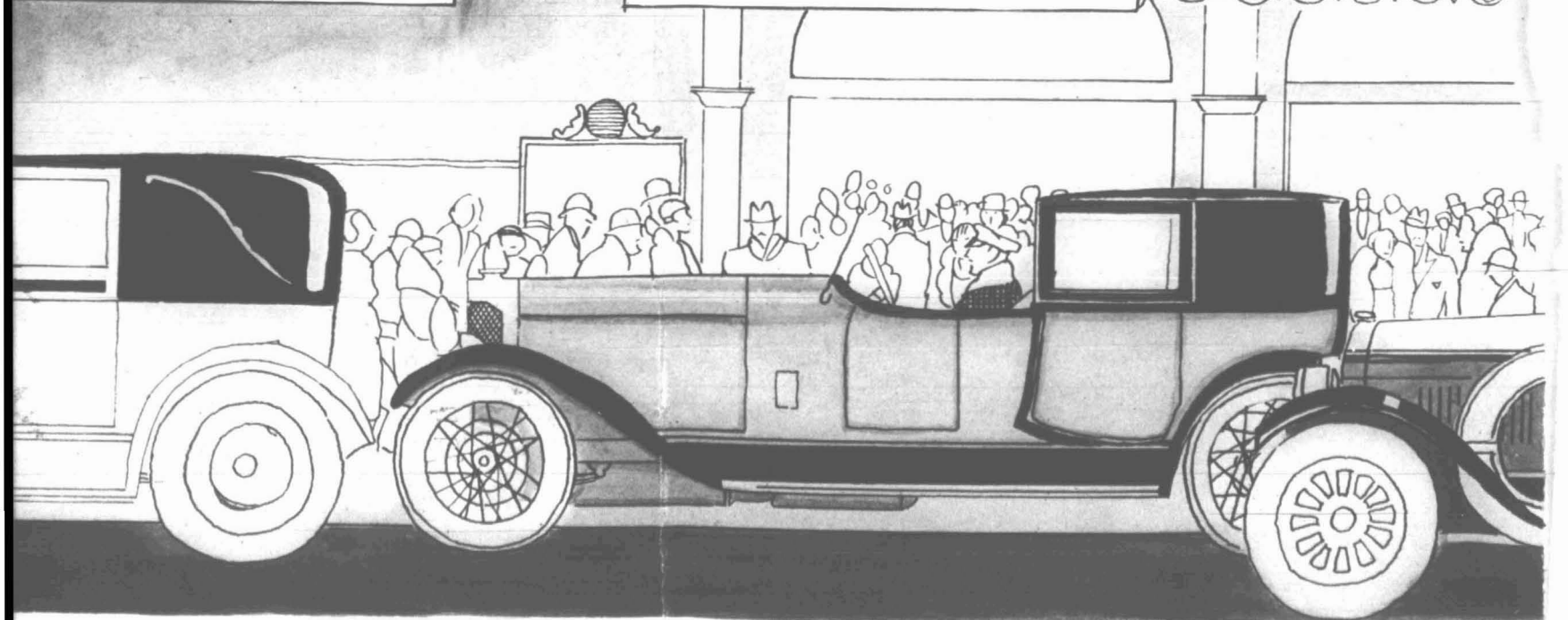
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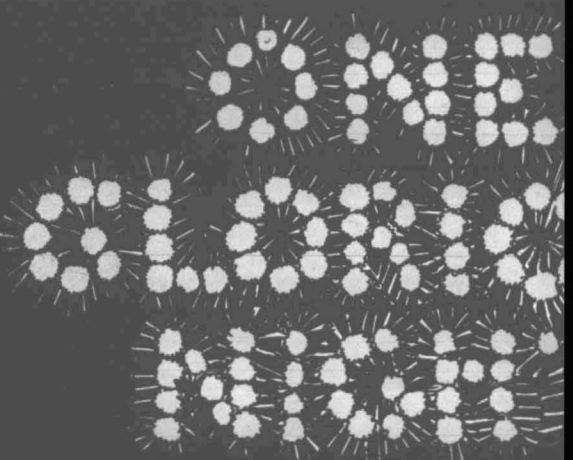
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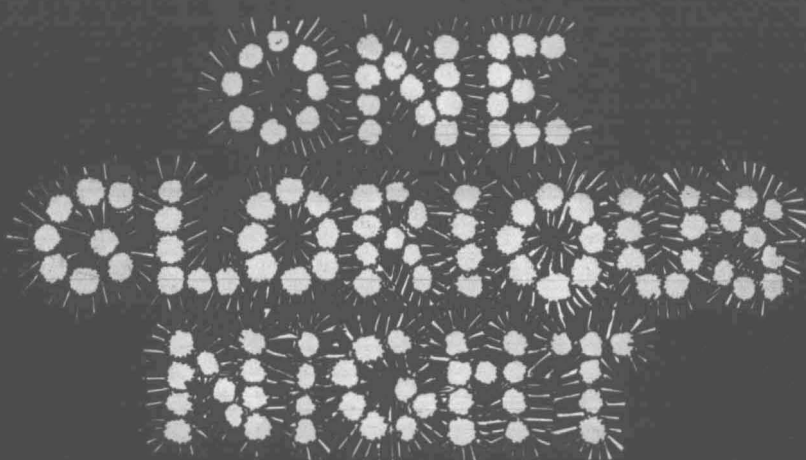
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PRESENTS



FEATURING  
ELAINE  
HAMMERST



COLUMBIA PICTURES  
PRESENTS



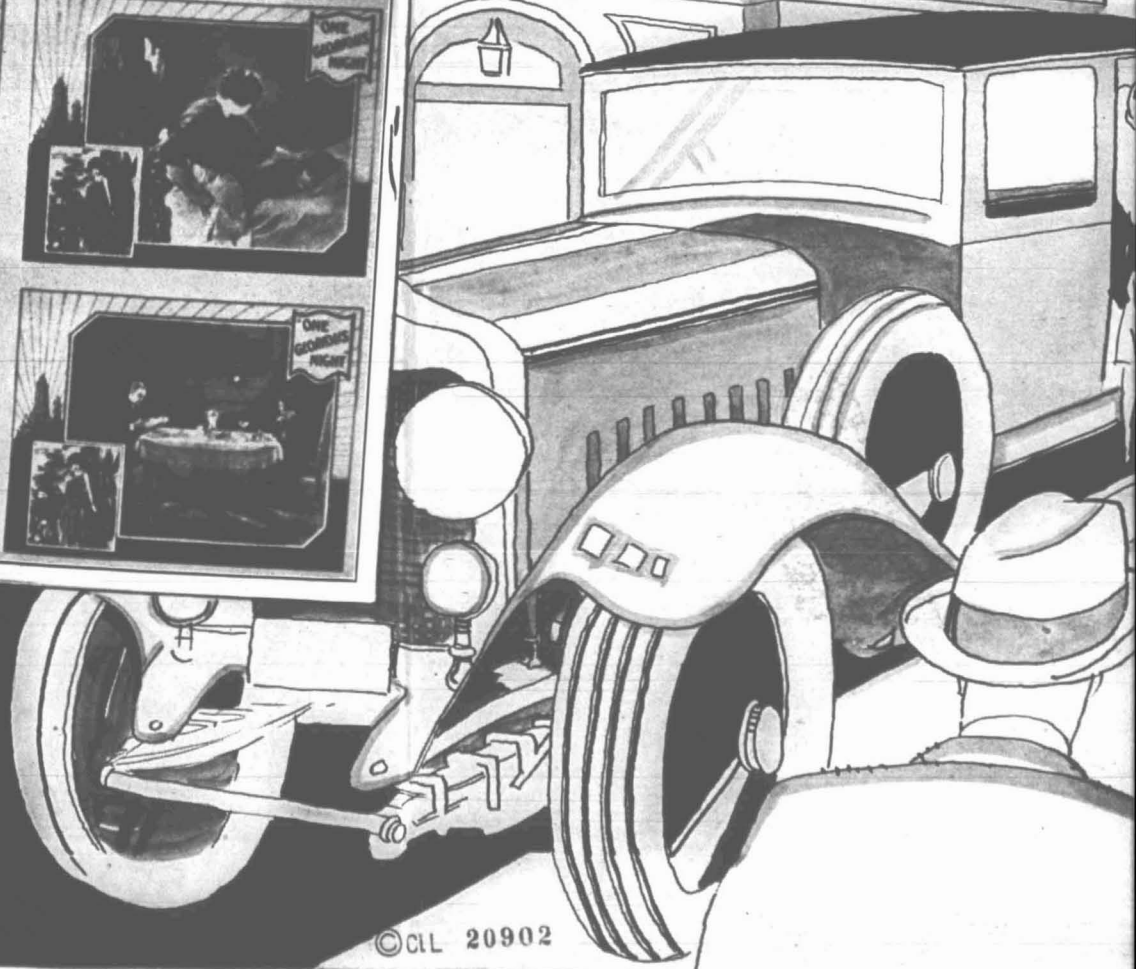
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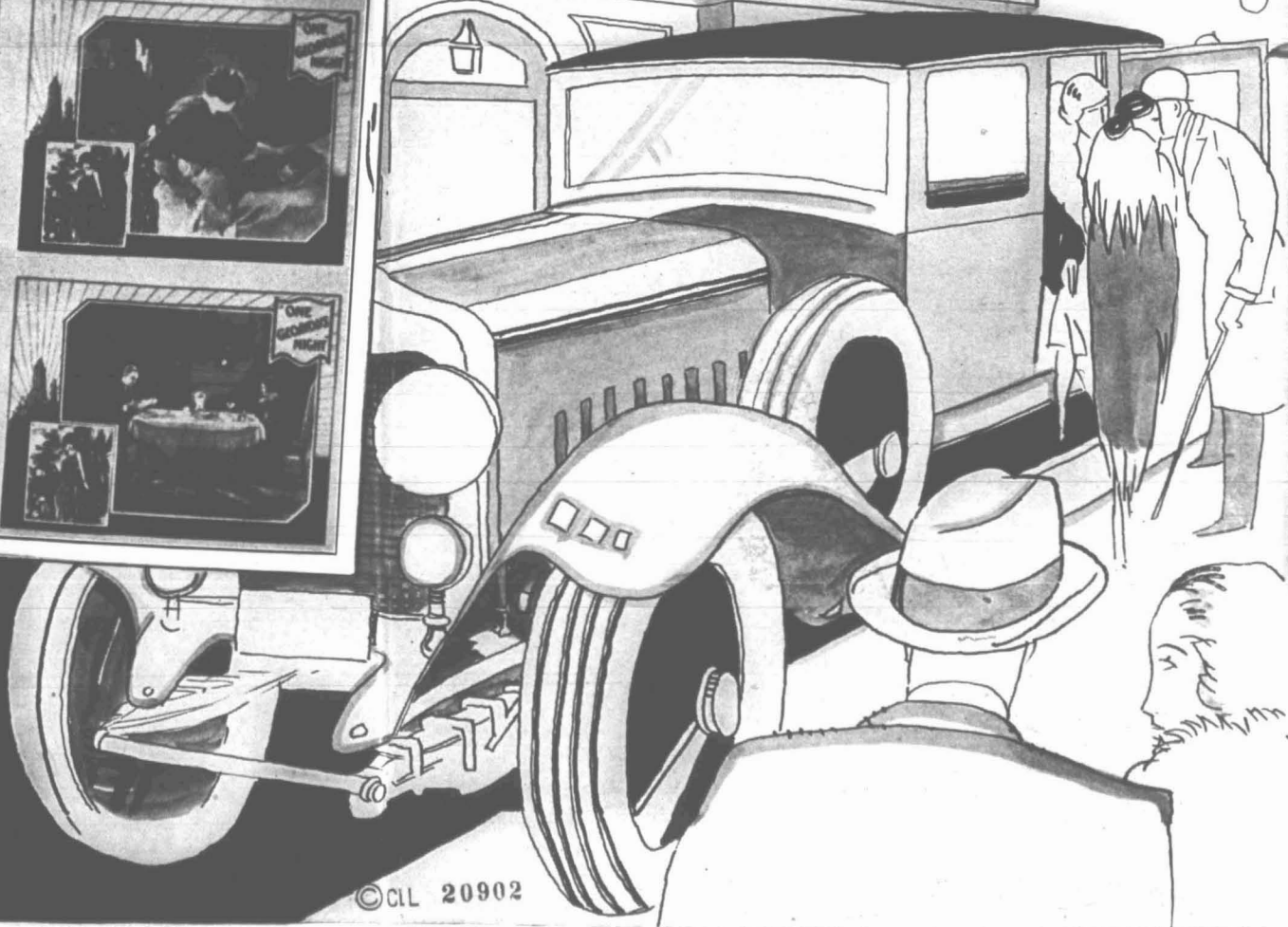


# LOBBY DISPLAYS





BBY  
PLAYS



# Advance Publicity Stories for Newspaper

ITEMS THAT YOUR NEWSPAPER WILL BE GLAD TO PRINT FOR YOU.



SCENE FROM "ONE GLORIOUS NIGHT"

1 Col. Scene Cut No. 1

## WHO WANTS TO BE A MOVIE DIRECTOR?

The Job Is Not All That It Is  
Cracked Up To Be.

Many people are under the impression that all a director has to do is sit in one of those canvas chairs that are shown in all pictures of studios and tell the actors what to do and then bawl the whole outfit once in a while just to show them who is the boss.

Not so easy as all that. There are many difficult things to be accomplished and a whole army of auxiliary people have to work together before the director can raise his megaphone and start the scene.

In "One Glorious Night," a new Columbia Production, Elaine Hammerstein and Al Roscoe have to do a scene in which a car on a roller coaster plunges from its tracks into the sea. A roller coaster at Venice, Calif., was taken over for a day and many alterations made before the structure was ready. Then a number of times a dummy car had to make the drop to be sure that all would go as planned.

At last all was ready. The actors got in the car and after a roar and a crashing of timbers the car took its dizzy drop. All had been arranged with mathematical precision but none the less it was a tense moment for the director and all concerned to see the car take its drop. The public sees only the finished work. It knows of course that the accident portrayed was not as it seemed but it does not know that the actors participating have to possess a high degree of courage in order to produce the things that interest the audience so much.

## WOMEN TAKE ACTION AGAINST UNCLEAN STORIES ON SCREEN

Parent-Teacher Associations  
Urge That the Public Be  
Its Own Censor.

Parents and teachers throughout the country are getting together in regard to the salacious picture problem. The general consensus of opinion is that state censor boards are unnecessary and that through a proper understanding of the newspaper review and what it means they can be their own censors.

Theatre managers are in many instances co-operating with the various associations for the theatre manager has only too well recognized the desirability of taking the public into his confidence. The average manager who books pictures does his best to select such pictures as he knows will please the particular section or town which he serves. If he does not the public will soon cease to patronize his theatre.

The writer was one of a number invited to a preview of the picture, "One Glorious Night," which stars Elaine Hammerstein and Al Roscoe and has for a supporting cast some very excellent players among whom are Phyllis Haver, Freeman Wood, Lillian Elliot, Mathilde Brundage, Clarissa Selwynne and Baby Vondell Darr. There is nothing undesirable in this picture in any sense. If anything, it is a moral story showing how one young girl was dazzled by the ease and luxury of wealth into falling in love with the man who offered these things to her. After marrying him she finds that the family purse strings are held by his mother and that the mother wants to dominate the most personal relations of the young couple. A very convincing story is played out and the finish of the tale gives the young girl the man she truly loved whether rich or poor. A story rich in human interest and very well acted by Miss Hammerstein, whose reputation is only too well known to need any further commendation from this reviewer. The picture can be heartily recommended as being one worth while seeing.

## ELAINE HAMMERSTEIN IN NEW PICTURE

Popular Star Adds New Lau-  
rels To Wreath.

When "One Glorious Night" opened at the

Theatre for a run of days, she added another success to her already long list. A notable cast has been assembled for her support. It includes Al Roscoe in the male lead, Phyllis Haver, Freeman Wood, Lillian Elliot, Mathilde Brundage, Clarissa Selwynne, and Baby Vondell Darr.

The story is one of a young girl in love with a young man who has not yet made his mark in the world. All about her she sees the terrible struggles of the poverty stricken and the handicaps under which they bring up their families. She herself sees this side of life in a rather exaggerated way. Because she in her work as sales girl in a fashion shop has to put up with the unreasonable complaints of people who are buying the gorgeous gowns which she can never herself hope to have.

To bring her out of this mood her boy takes her on a roller coaster and after a terrible accident in which she is plunged in the water she is picked up by a yacht which has been anchored very close to shore and there meets a rich young man who falls in love with her and offers her all the things that she thought were so necessary to proper living. She accepts and then discovers that her husband is dependent entirely on the very generous allowance that his enormously wealthy mother makes him. This woman entirely dominates the young couple even to attempting to govern the young wife's possible maternity. At this point the girl insists on her right to live her life and leaves.

Her consequent struggle through the most trying time of a woman's life and the final finding of her first sweetheart who has adopted her child makes a very strongly dramatic finish to an excellent story.

Miss Hammerstein's acting is entirely adequate and is in every way to be considered as adding to her reputation. Al Roscoe playing opposite her is equally good and his efforts are nobly seconded by the rest of the cast.



SCENE FROM "ONE GLORIOUS NIGHT"

1 Col. Scene Cut No. 2

## EXCELLENT CAST IN NEW PICTURE

One Glorious Night Pleas  
Big Audience.

A large audience was present at the opening of "One Glorious Night," the latest Columbia Picture, which opened at the Theatre for a run of days. The cast was led by Elaine Hammerstein with excellent support by Al Roscoe, who plays the male lead. The rest of the cast was equal to the work they had to play up to the principals. Among them were Phyllis Haver, Freeman Wood, Lillian Elliot, Mathilde Brundage, Clarissa Selwynne and Baby Vondell Darr. The direction was in the hands of Scott Dunlap, who has done a number of pictures for the same producers.

Quite a thrill was gotten in what would have been straight social drama when a large party is catapulted from the car of a roller coaster, in which they had been riding into the ocean. Some very excellent interiors also characterized this picture. One of them, a wonderful ball room scene, and another a fashionable gown shop with the latest gowns from Paris, being of view.

Though this is a social drama it is not one of sex in any sense of the word and can be seen without any fears by any of the family. It is briefly the story of a young girl who in her desire to get away from the struggle involved in marrying and living in comparative poverty and being unwilling to wait till her lover makes his mark, accepts the offers of marriage and wealth from another man. After the marriage she learns what empty life some of these people live.



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ITEMS THAT YOUR NEWSPAPER WILL BE GLAD TO PRINT FOR YOU.



GLORIOUS NIGHT

Scene Cut No. 1

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# Advance Publicity Stories for Newspaper

Special newspaper copy prepared by newspaper men who know what editors want.

## POPULAR STAR HAS LONG LIST OF SUCCESSES

Elaine Hammerstein Is New  
Success.

Elaine Hammerstein is the result of many years of theatrical atmosphere. Her grandfather started the tradition. It was Oscar Hammerstein who produced such excellent opera in New York that the Metropolitan thought it worth while to buy him out. His granddaughter carries out the family tradition. Her early years were spent at the Armitage School in Pennsylvania where she received her education. From that she went directly to the stage to win her own laurels. She played in "The Trap," "High Jinks," and a number of other stage productions. After a time the silver screen called and she answered in "Rupert of Hentzau," "Evidence," "Under Oath," "One Week of

and Baby Vondell Darr. The direction of the picture is in the hands of Scott Dunlap, and it will play at the ..... Theatre next ..... It can be earnestly recommended as being well worth seeing.

## VILLAINS ARE STILL BLACK-HEARTED

Trousers may be long, short, wide or narrow. Mustaches may be limp or waxed, according to the latest fashion. They may even be wearing checked caps to the opera and overalls at formal functions, but the villain in the play is just as villainous as ever. The heavy these enlightened days is more of the smooth, suave type, but his treatment of the heroine is just as rough as in the days of "East Lynne" or "Bessie, the Sewing Machine Girl." Freeman Wood is of the smooth type. He has had a terrible list of terrible deeds put next his name, and still his mustache continues to charm the inno-

## AL ROSCOE PLAYS MANY PARTS

Well-Known Leading Man  
Has Big List of Successes.

People do not, as a rule, know how much it takes to make a good actor. They are not aware of the years spent in obscurity or the many plays in which a man can work before he can have his name in big lights in front of the theatre.

Al Roscoe is one who has made the grade but not until he had played nearly every kind of part that the ingenuity of an author could invent. Among the list of his many successes are: On the stage as a leading man and director for fifteen years. On the screen, "A Siren's Song," "Evangeline," "Her Purchase Price," "City of Comrades," "Madame X," "The Branding Iron," "The Unwilling Husband," "The Last Card," "Burning Sands," "The Man Who Saw Tomorrow," "Java Head."

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## 'ONE GLORIOUS NIGHT' AT.....THEATRE

Elaine Hammerstein in  
Role.

"One Glorious Night" new Columbia feature picture which will come to the Theatre for a run of ..... days. A story of the mistake a girl made in entering a marriage. She was born an appreciation of the things in life, but circumstances had made her a girl subject to the whim fancy of customers who not know what they want anything at all. She was a man who fell in love with her and offered her all the that she had always dreamed of: A private yacht, cars, a wonderful home.



SCENE FROM "ONE GLORIOUS NIGHT"

2 Col. Scene Cut No. 3

Love," "Broadway Gold." For the producers of her present picture she has played in "The Foolish Virgin," the film version of Thomas Dixon's best seller of the same name, and in "The Midnight Express," in which she was supported by William Haines, and now in "One Glorious Night" she plays the part of a young girl who was completely misled by the power of wealth, thinking that it was complete in itself and that with it she could command happiness. Her playing is guaranteed to stir the most stony-hearted and she has very excellent support in the person of Al Roscoe, with Phyllis Haver, Freeman Wood, Lillian Elliot, Clarissa Selwynne

cent girl into thinking that he is the sheik of her dreams.

Successful villains have nothing but their own work for reward. They are hissed and very few are ever popular. Only the man himself knows that he has done a good piece of work for the public only remembers him for his black deeds. This particular villain has done himself proud. Among the many pictures to his credit are "White Hands," "When Carey Comes To Town," "The Man Alone," "Made In Heaven." Before coming to the movie lot he played for a number of years with Grace George, Belasco, Wm. Gillette, Wm. A. Brady and others.



SCENE FROM "ONE GLORIOUS NIGHT"

2 Col. Scene Cut No. 4

## NEW PICTURE STIRS LARGE AUDIENCE

Elaine Hammerstein in Excellent Role.

"One Glorious Night," the new Columbia picture, which opened at the ..... Theatre last night, and which features Elaine Hammerstein, caused many a heart string to be pulled. The story of a young girl, who has to give up her child because she does not want it to suffer in poverty, is very well played by Miss Hammerstein. There was an excellent supporting cast, which numbered among others: Al

continuous succession of ties, dinners and dances fly in the ointment with her husband's mother, who the pursestrings and who vain and ambitious. She been very much disappointed in her son not having a brilliant match and did could to make her daughter-in-law uncomfortable. The final straw was her statement that she would not let any grand-children in home.

Elaine Hammerstein new heights in this picture is admirably supported by Al Roscoe and a large cast of competent actors.

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## STAR LONG LIST OF SUCCESSES

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## 'ONE GLORIOUS NIGHT' AT THEATRE

### Elaine Hammerstein in New Role.

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SCENE FROM "ONE GLORIOUS NIGHT"

2 Col. Scene Cut No. 3

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Elaine Hammerstein rises to new heights in this picture and is admirably supported by Al Roscoe and a large company of competent actors.



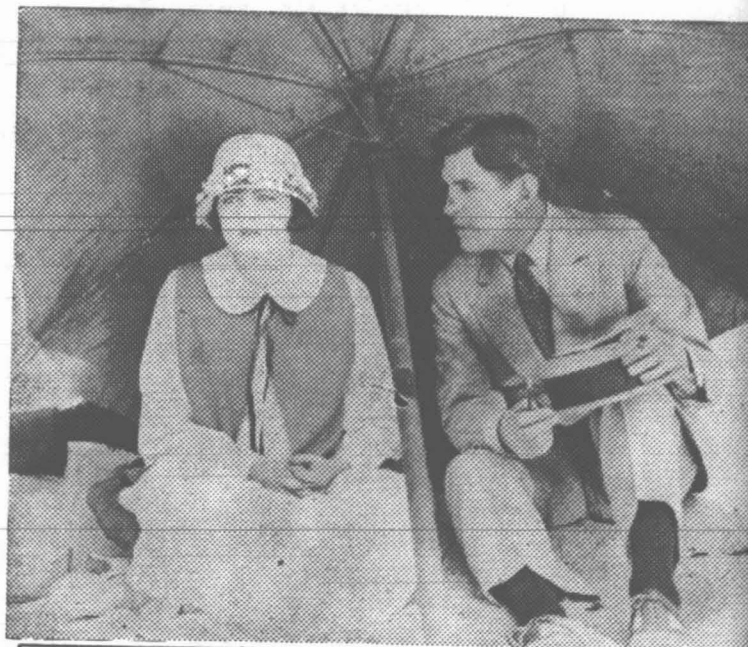
# Scenes Cut from *ONE GLORIOUS NIGHT*

Here are six two-column scene cuts that tell a story and will put your picture over big.



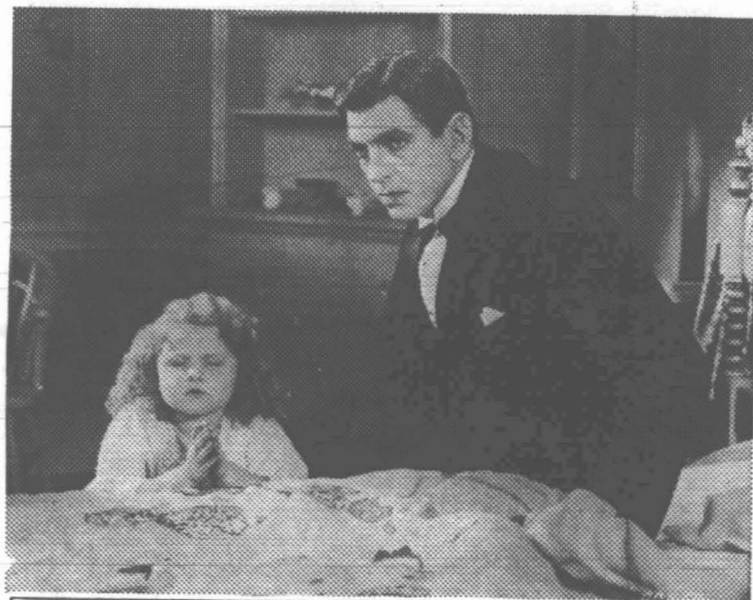
SCENE FROM *ONE GLORIOUS NIGHT*

2 Col. Scene Cut No. 5



SCENE FROM *ONE GLORIOUS NIGHT*

2 Col. Scene Cut No. 8



SCENE FROM *ONE GLORIOUS NIGHT*

2 Col. Scene Cut No. 6



SCENE FROM *ONE GLORIOUS NIGHT*

2 Col. Scene Cut No. 9



SCENE FROM *ONE GLORIOUS NIGHT*

2 Col. Scene Cut No. 7



SCENE FROM *ONE GLORIOUS NIGHT*

2 Col. Scene Cut No. 10

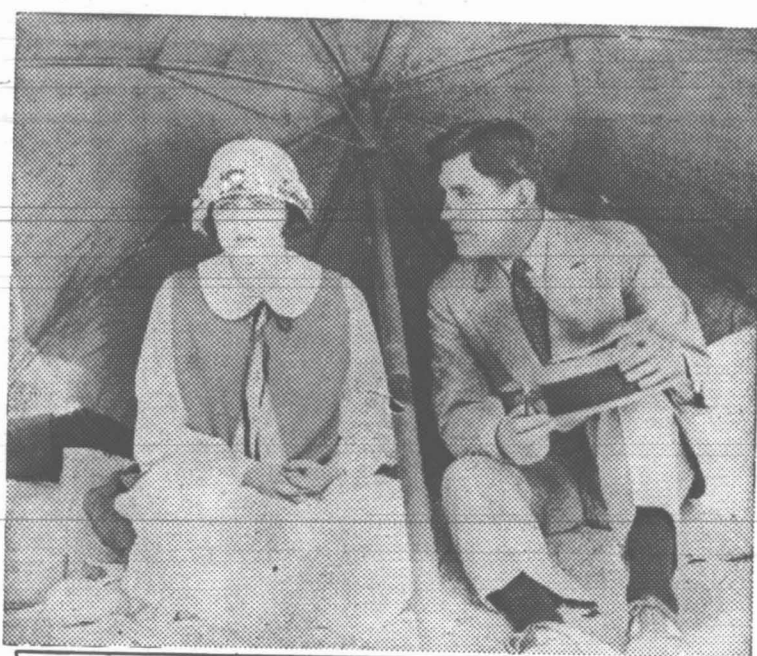


# *Scenes Cut from ONE GLORIOUS NIGHT* Here are six two-column scene cuts that tell a story and will put your picture over big.



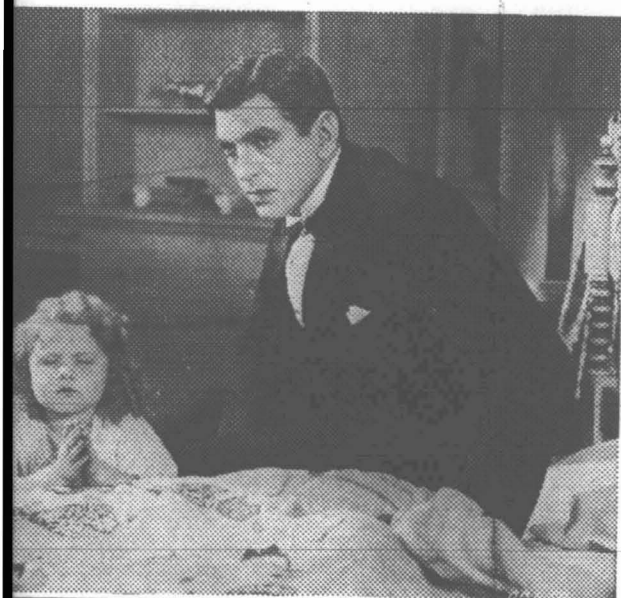
FROM "ONE GLORIOUS NIGHT"

2 Col. Scene Cut No. 5



SCENE FROM "ONE GLORIOUS NIGHT"

2 Col. Scene Cut No. 8



FROM "ONE GLORIOUS NIGHT"

2 Col. Scene Cut No. 6



SCENE FROM "ONE GLORIOUS NIGHT"

[2 Col. Scene Cut No. 9



FROM "ONE GLORIOUS NIGHT"

2 Col. Scene Cut No. 7

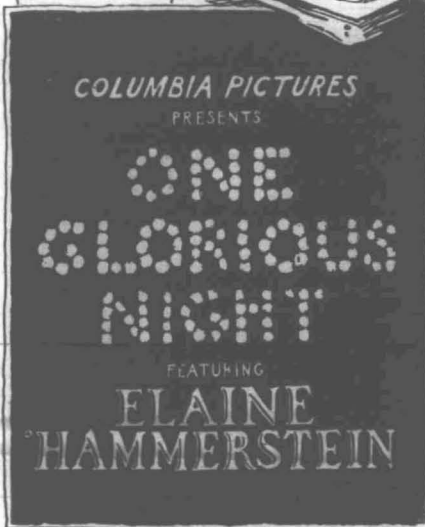
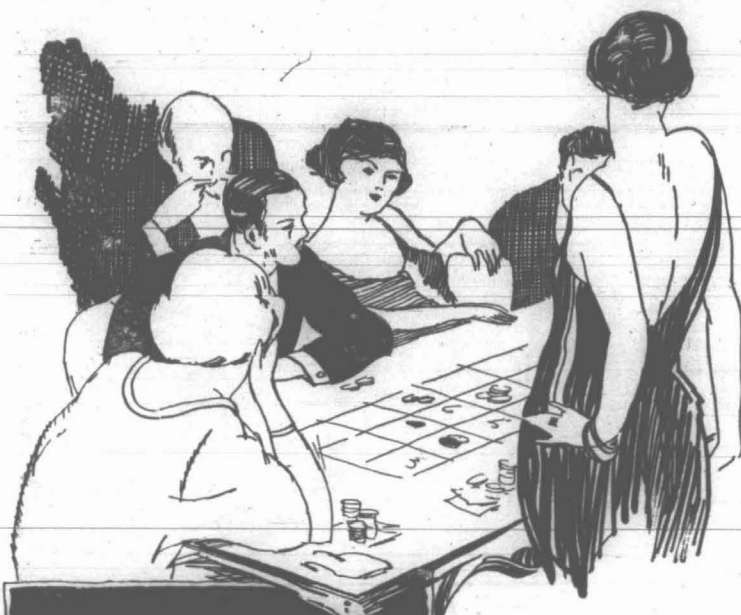


SCENE FROM "ONE GLORIOUS NIGHT"

2 Col. Scene Cut No. 10

# DISPLAY ADVERTISING

Five ad cuts. People can't help reading these. The copy fits any other cut. The ends can be moved down for long or short copy.

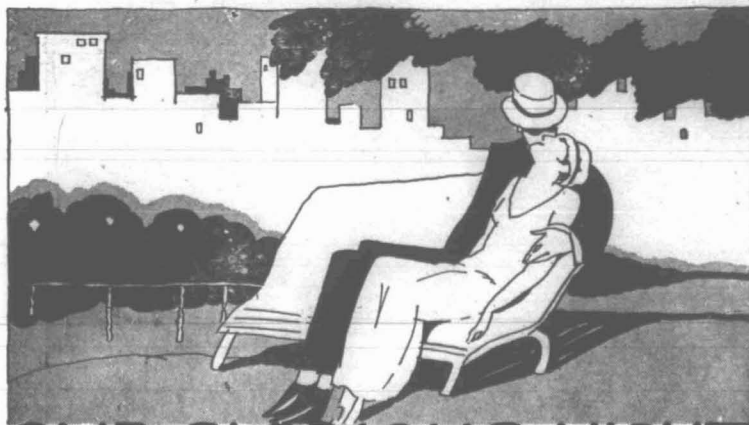


Wealth, social position, the freedom from the worry that poverty carries with it. Many a girl wishes for these things. Some find it, but only too many discover that these things bring with them unnatural and empty modes of living.

**Supported by**  
**AL ROSCOE** **PHYLLIS HAVER**  
**FREEMAN WOOD** **LILLIAN ELLIOT**  
**MATHILDA BRUNDAGE** **CLARISSA SELWYNNE**  
**BABY VONDELL DARR**

**Directed by**  
**SCOTT DUNLAP**

Love and happiness. The supreme desires of all people. What lengths they will go to attain them. What ghastly mistakes are made in their search for these intangible things and what lessons learned in their attainment. Because this girl had chosen unwisely she was alone at the great crisis that only a woman experiences. She was however in the end true to her own natural instincts and because of this she triumphed over the hypocrisies of social caste. See this girl's experience in



**ONE GLORIOUS NIGHT**

2 Col. Ad. Cut No. 11



COLUMBIA PICTURES presents  
**ONE GLORIOUS NIGHT**  
 featuring  
**Elaine Hammerstein**  
 supported by **AL ROSCOE**

An absorbing story of a woman's search for happiness with

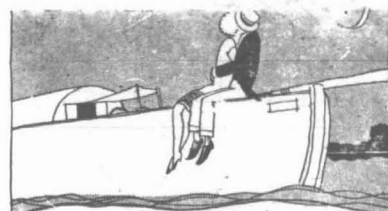
**ELAINE HAMMERSTEIN**  
 in the stellar role

**Supported by**

**Al Roscoe**  
**Phyllis Haver**  
**Freeman Wood**  
**Lillian Elliot**  
**Mathilda Brundage**  
**Clarissa Selwynne**  
**Baby Vondell Darr**

**Directed by**  
**SCOTT DUNLAP**

1 Col. Ad Cut No. 12



**ONE GLORIOUS NIGHT**

An appealing story of a girl who would not subordinate her natural rights to a false social caste domination.

**ONE GLORIOUS NIGHT**

**Featuring**

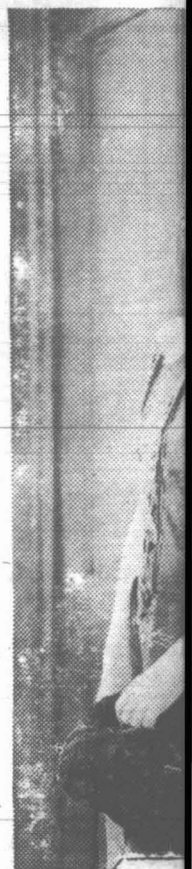
**ELAINE HAMMERSTEIN**

**Supported by**

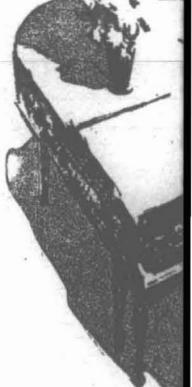
**Al Roscoe** **Phyllis Haver**  
**Freeman Wood** **Lillian Elliot**  
**Mathilda Brundage**  
**Clarissa Selwynne**  
**Baby Vondell Darr**

**Directed by**  
**SCOTT DUNLAP**

1 Col. Ad. Cut No. 13



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# DISPLAY ADVERTISING

Five ad cuts. People can't help reading these. The copy fits any other cut. The ends can be moved up or down for long or short copy.



COLUMBIA PICTURES  
PRESENTS  
**ONE GLORIOUS NIGHT**  
FEATURING  
**ELAINE HAMMERSTEIN**

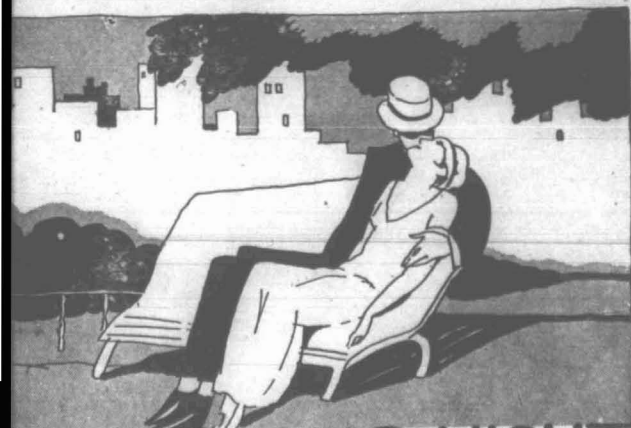
Wealth, social position, the freedom from the worry that poverty carries with it. Many a girl wishes for these things. Some find it, but only too many discover that these things bring with them unnatural and empty modes of living.

Supported by

**PHYLLIS HAVER**  
**LILLIAN ELLIOT**  
**MATHILDA BRUNDAGE** **CLARISSA SELWYNNE**  
**BABY VONDELL DARR**

Directed by  
**SCOTT DUNLAP**

and happiness. The supreme desires of all people. What they will go to attain them. What ghastly misadventures in their search for these intangible things and what is learned in their attainment. Because this girl had no money she was alone at the great crisis that only a few can experience. She was however in the end true to her instincts and because of this she triumphed over the artificialities of social caste. See this girl's experience in



**ONE GLORIOUS NIGHT**

2 Col. Ad. Cut No. 11



COLUMBIA PICTURES presents

## **ONE GLORIOUS NIGHT**

featuring

**Elaine Hammerstein**

supported by **AL ROSCOE**

An absorbing story of a woman's search for happiness with

**ELAINE HAMMERSTEIN**

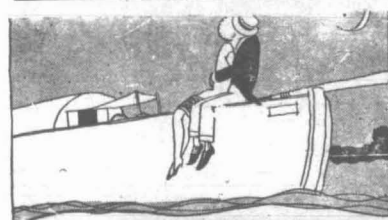
in the stellar role

Supported by

**Al Roscoe**  
**Phyllis Haver**  
**Freeman Wood**  
**Lillian Elliot**  
**Mathilda Brundage**  
**Clarissa Selwynne**  
**Baby Vondell Darr**

Directed by  
**SCOTT DUNLAP**

1 Col. Ad Cut No. 12



## **ONE GLORIOUS NIGHT**

An appealing story of a girl who would not subordinate her natural rights to a false social caste domination.

**ONE GLORIOUS NIGHT**

Featuring

**ELAINE HAMMERSTEIN**

Supported by

**Al Roscoe** **Phyllis Haver**  
**Freeman Wood** **Lillian Elliot**  
**Mathilda Brundage**  
**Clarissa Selwynne**  
**Baby Vondell Darr**

Directed by  
**SCOTT DUNLAP**

1 Col. Ad. Cut No. 13



Wealth and position have a charm all their own. So much can be done with no more effort than the expression of a desire. It is the modern Genius of the Lamp.



in a story portraying all the advantages of wealth and ruthlessly showing up the empty sort of lives many of the possessors of this wealth lead.

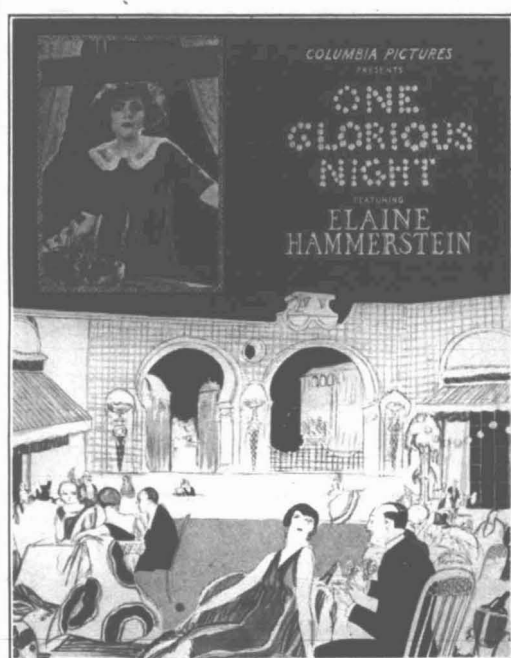
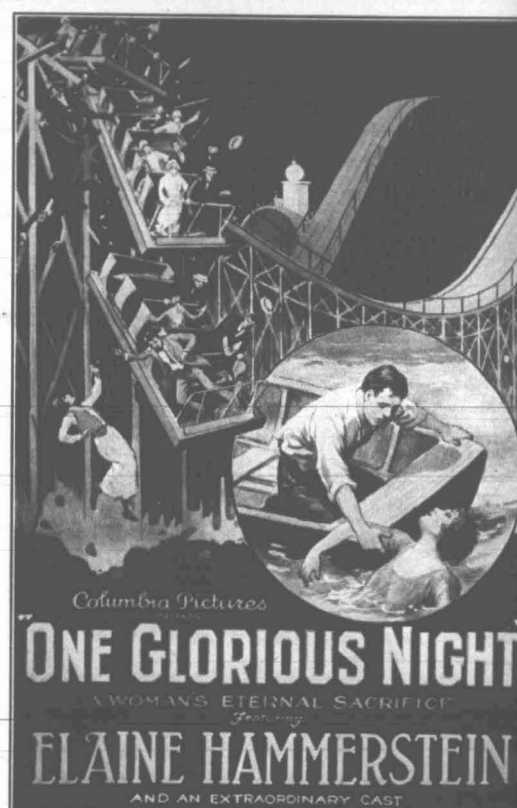
1 Col. Ad. Cut No. 14



# TERS



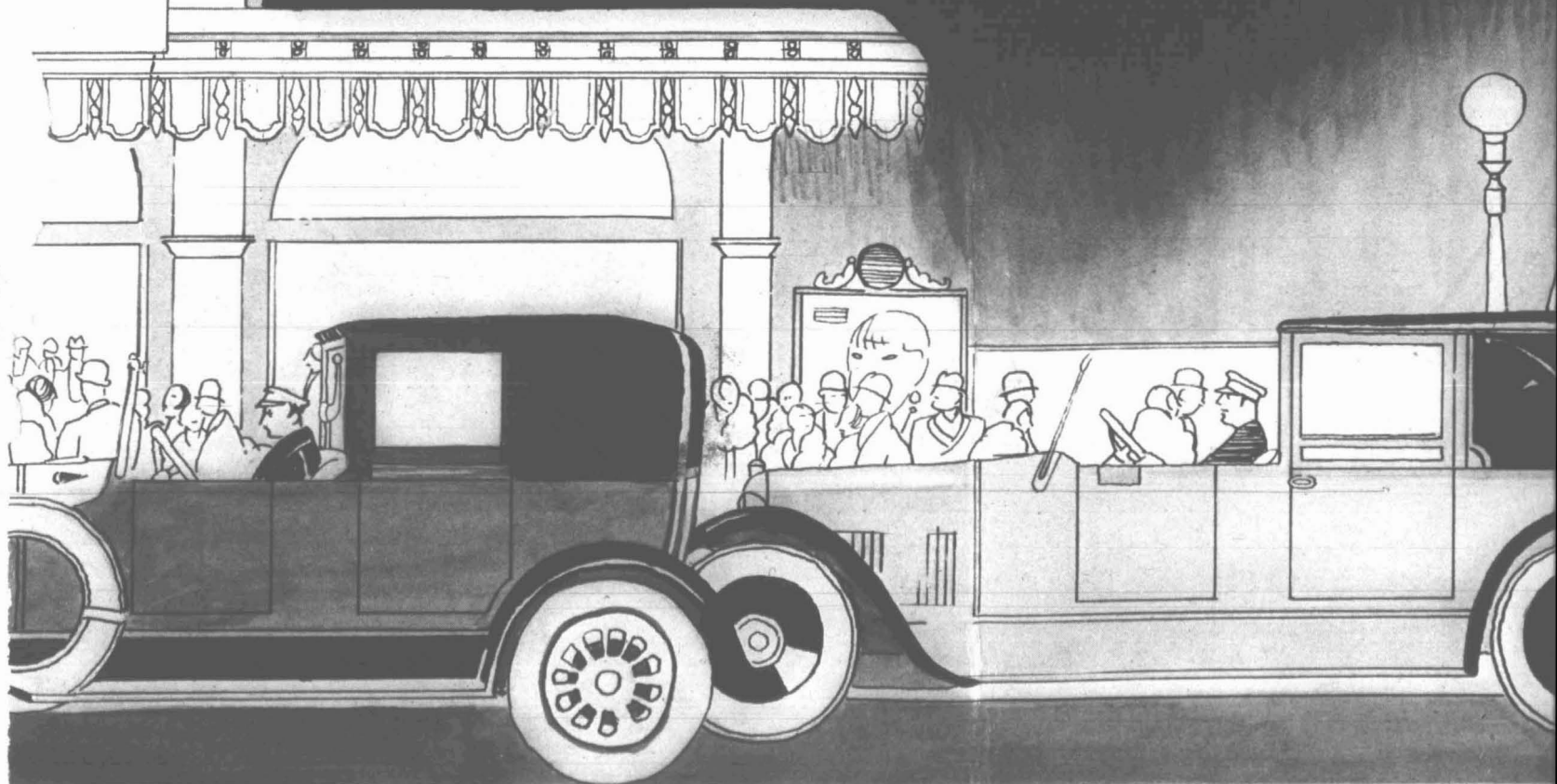
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WINDOW CARD

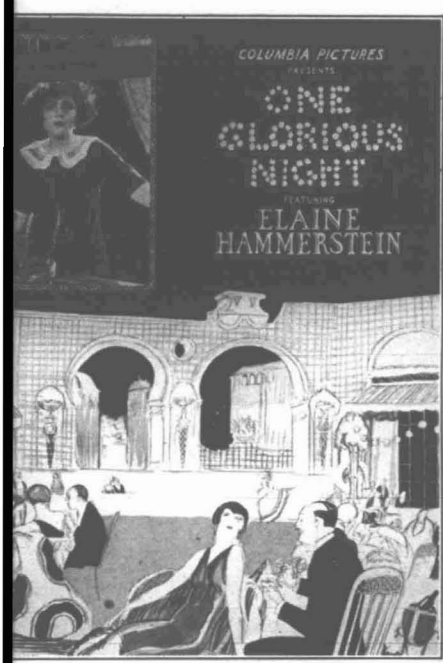
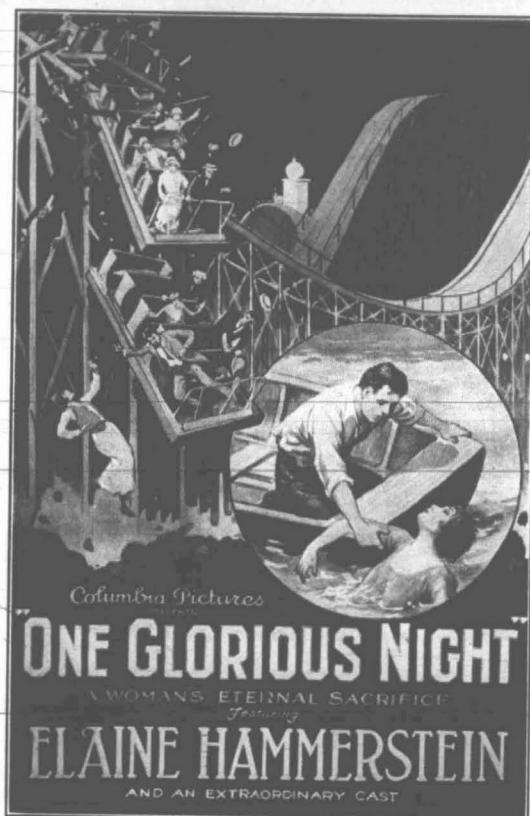


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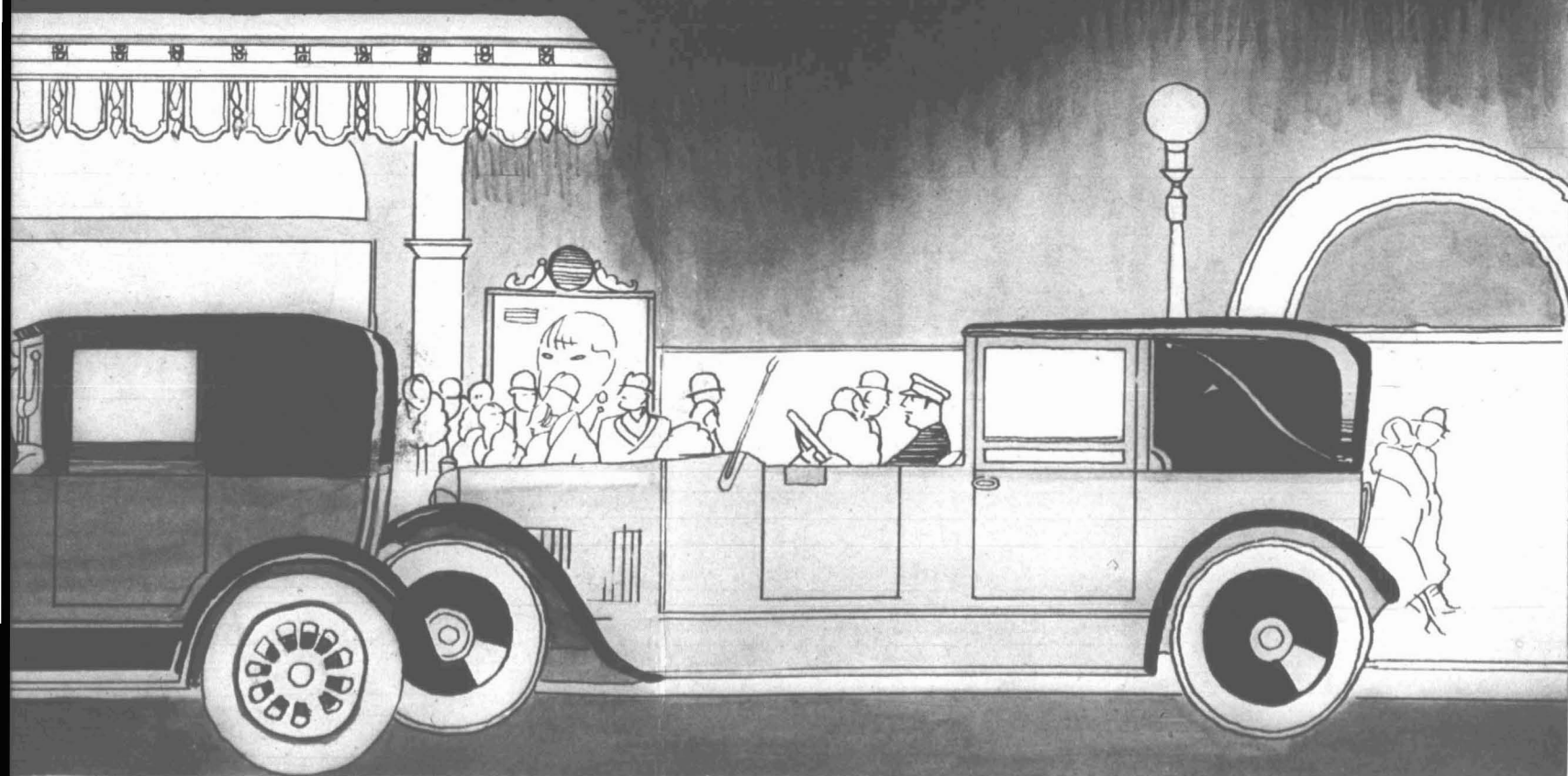
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WINDOW CARD

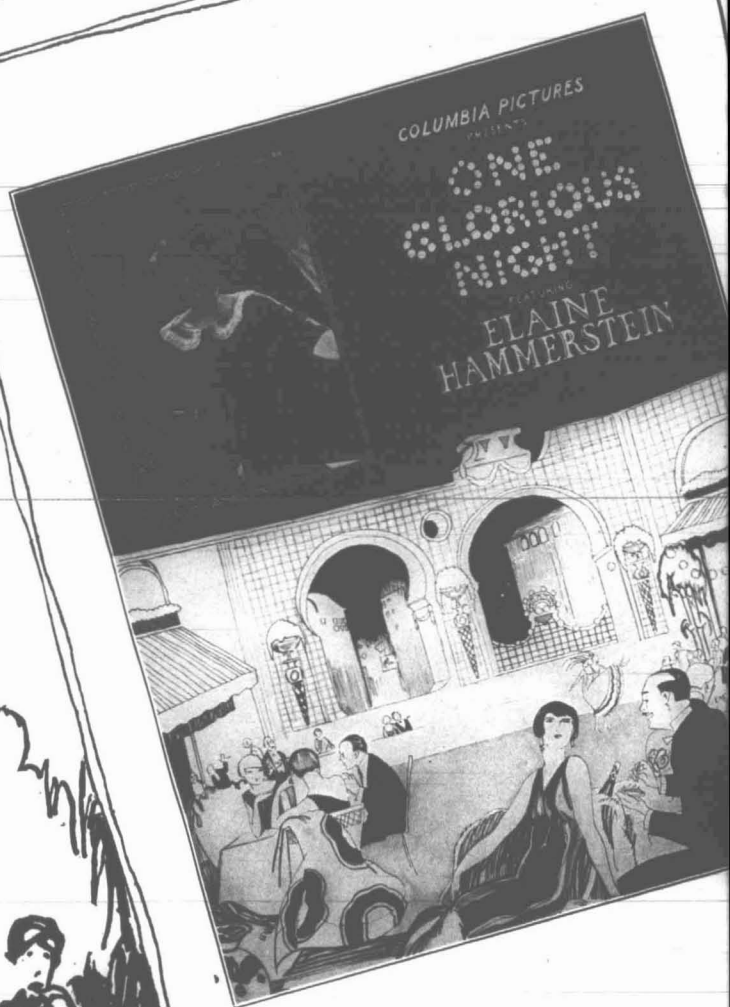


6  
SHEET





Tremendous Pulling Power In This Snappy



"ONE GLORIOUS NIGHT"



# endous Pulling Power In This Snappy Herald



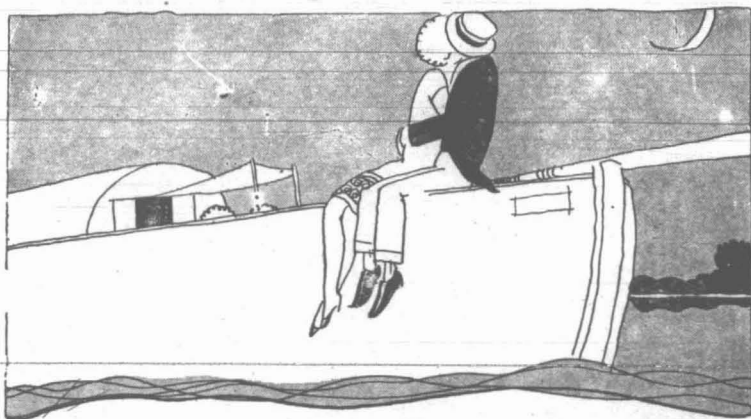
"ONE GLORIOUS NIGHT"





# DISPLAY ADVERTISING

Six more well drawn cuts to use. The smaller ones can be used where newspaper space is expensive. A great variety suitable for use in any medium.



## ONE GLORIOUS NIGHT

Here was the choice. Wealth and position had been offered her in marriage with this man who said he loved her. The other had love too—and poverty.

Life to be lived at its best and highest requires courage. This girl had it in abundance. She cut herself off from wealth and ease so that her life and its purpose should not be defeated.

### —CAST OF CHARACTERS—

Mary Stevens.....	Elaine Hammerstein
Kenneth McLain.....	Al. Roscoe
Sarah Graham.....	Phyllis Haver
Chester James.....	Freeman Wood
Mrs. Clark.....	Lillian Elliot
Mrs. Graham.....	Mathilda Brundage
Mrs. James.....	Clarissa Selwynne
Mary.....	Baby Vondel Darr
Club Secretary.....	Edwin Coxen

Directed by  
SCOTT DUNLAP

COLUMBIA PRODUCTIONS  
PRESENTS  
**"ONE GLORIOUS NIGHT"**

2 Col. Ad. Cut No. 15



COLUMBIA PICTURES presents  
**ONE GLORIOUS NIGHT**  
featuring  
Elaine Hammerstein  
supported by AL ROSCOE

Unknowningly she had signed away her rights to her child to the man who truly loved her and lived only to serve her.

ONE GLORIOUS NIGHT

Featuring  
ELAINE HAMMERSTEIN

Supported by  
AL ROSCOE  
And an All-Star Cast

Directed by  
SCOTT DUNLAP

1 Col. Ad. Cut No. 16



COLUMBIA PICTURES presents  
**ONE GLORIOUS NIGHT**  
featuring  
Elaine Hammerstein  
supported by AL ROSCOE

The story of a woman who chose unwisely and a man who loved and waited.

ONE GLORIOUS NIGHT

Featuring  
ELAINE HAMMERSTEIN

Supported by  
Al Roscoe Phyllis Haver  
Freeman Wood Lillian Elliot  
Mathilda Brundage  
Clarissa Selwynne  
Baby Vondell Darr

Directed by  
SCOTT DUNLAP

1 Col. Ad. Cut No. 17



He loved her even though he had married someone else. The sole reason for his love was that he might be able to win her.

ONE GLORIOUS NIGHT

featuring  
ELAINE HAMMERSTEIN

Supported by  
Al. Roscoe  
Freeman Wood  
Mathilda Brundage  
Clarissa Selwynne  
Baby Vondell Darr

Directed by  
SCOTT DUNLAP

1 Col. Ad. Cut No. 18



Blinded by her love for wealth this girl chose the wrong man. She learned the truth in the end.

One Glorious Night

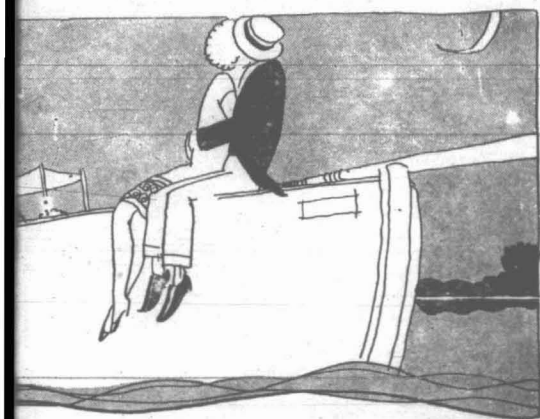
Featuring  
Elaine Hammerstein

Supported by  
Al Roscoe  
Phyllis Haver  
Freeman Wood  
Lillian Elliot  
Mathilda Brundage  
Clarissa Selwynne  
Baby Vondell Darr

1 Col. Ad. Cut No. 19

# PLAY ADVERTISING

more well drawn cuts to use. The smaller ones can be used where newspaper space is expensive. A  
y suitable for use in any medium.



## GLORIOUS NIGHT

the choice. Wealth and posi-  
offered her in marriage with this  
d he loved her. The other had  
d poverty.

lived at its best and highest re-  
e. This girl had it in abundance.  
elf off from wealth and ease so  
nd its purpose should not be de-

### CAST OF CHARACTERS—

Elaine Hammerstein  
Al. Roscoe  
Phyllis Haver  
Freeman Wood  
Lillian Elliot  
Mathilda Brundage  
Clarissa Selwynne  
Baby Vondell Darr  
Edwin Coxen

Directed by  
SCOTT DUNLAP

DUCTIONS  
**GLORIOUS  
NIGHT**

2 Col. Ad. Cut No. 15



## ONE GLORIOUS NIGHT

Elaine Hammerstein  
supported by AL ROSCOE

Unknowningly she had signed  
away her rights to her child to  
the man who truly loved her  
and lived only to serve her.

### ONE GLORIOUS NIGHT

Featuring  
ELAINE HAMMERSTEIN

Supported by  
AL ROSCOE  
And an All-Star Cast

Directed by  
SCOTT DUNLAP

1 Col. Ad. Cut No. 16



## ONE GLORIOUS NIGHT

Elaine Hammerstein  
supported by AL ROSCOE

The story of a woman  
who chose unwisely and a  
man who loved and waited.

### ONE GLORIOUS NIGHT

Featuring  
ELAINE HAMMERSTEIN

Supported by  
Al Roscoe Phyllis Haver  
Freeman Wood Lillian Elliot  
Mathilda Brundage  
Clarissa Selwynne  
Baby Vondell Darr

Directed by  
SCOTT DUNLAP

1 Col. Ad. Cut No. 17



## ONE GLORIOUS NIGHT

He loved her even though she  
had married someone else. His  
sole reason for existence was  
that he might be of service to  
her.

### ONE GLORIOUS NIGHT

featuring  
ELAINE HAMMERSTEIN

Supported by  
Al. Roscoe Phyllis Haver  
Freeman Wood Lillian Elliot  
Mathilde Brundage  
Clarissa Selwynne  
Baby Vondell Darr

Directed by  
SCOTT DUNLAP

1 Col. Ad. Cut No. 18



## ONE GLORIOUS NIGHT

Blinded by dazzling  
wealth this girl estimated  
wrongly the value of ma-  
terial things. See what she  
learned and how she found  
the truth in

### One Glorious Night

Featuring  
Elaine Hammerstein

Supported by  
Al Roscoe  
Phyllis Haver  
Freeman Wood  
Lillian Elliot  
Mathilda Brundage  
Clarissa Selwynne  
Baby Vondell Darr

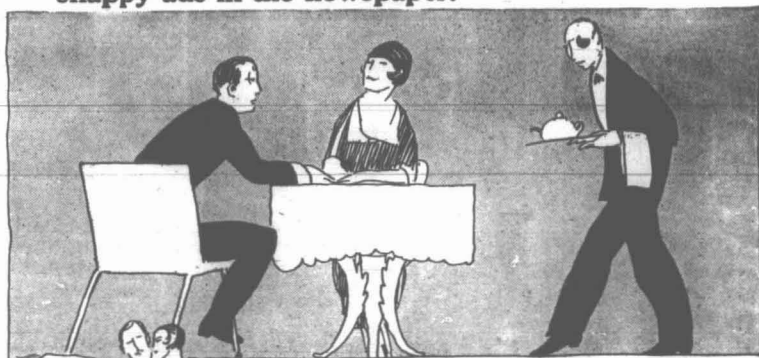
1 Col. Ad. Cut No. 19



# DISPLAY ADVERTISING

Three two-column cuts. Something out of the ordinary. They pull the eye in your house organ as well as in the papers.

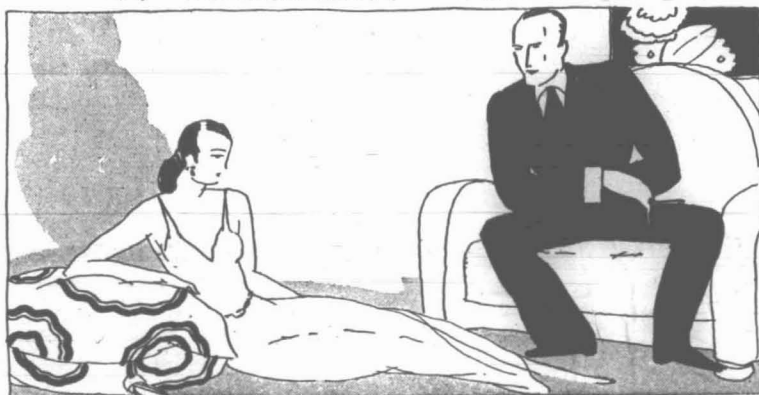
These excellent and artistic half-tones will go very well in your house organ or heralds as well as in the newspaper.



A private yacht, cars at her command, money enough to purchase any luxuries; all these things she desired. She did not, however, know what empty, useless, lives the people who had all these things led. See what she learned in

## ONE GLORIOUS NIGHT

A COLUMBIA PICTURE

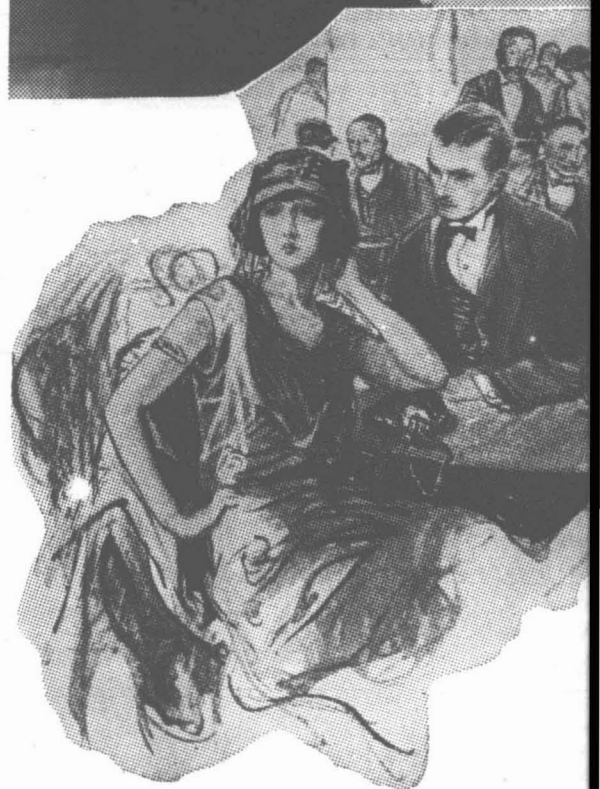


2 Col. Ad. Cut No. 20



"But you'll have to do something with your life."  
"You can't live here, alone, in this treasure-house of sweet memories!"

2 Col. Scene Cut No. 21



COLUMBIA PICTURES presents

## ONE GLORIOUS NIGHT

featuring

Elaine Hammerstein

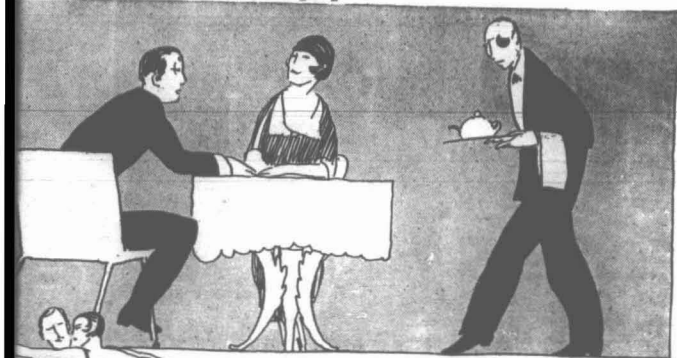
supported by AL ROSCOE

2 Col. Scene Cut No. 22

# DISPLAY ADVERTISING

Three two-column cuts. Something out of the ordinary. They pull the eye in your house organ or her-  
ds as well as in the papers.

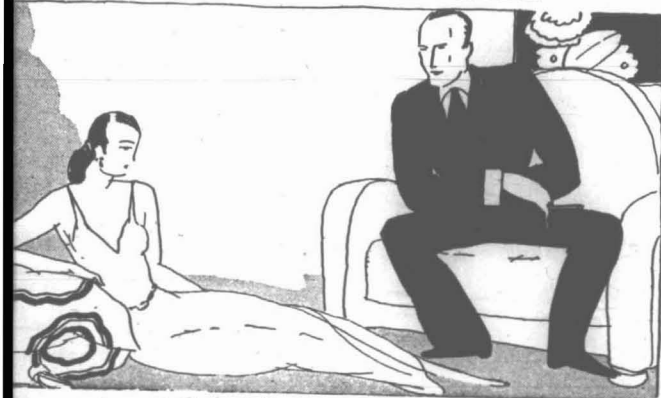
These excellent and artistic half-tones will go very well in your house organ or heralds as well as for some  
happy ads in the newspaper.



A private yacht, cars at her com-  
mand, money enough to purchase any  
luxuries; all these things she desired.  
She did not, however, know what empty,  
useless, lives the people who had all  
these things led. See what she learned  
in

## GLORIOUS NIGHT

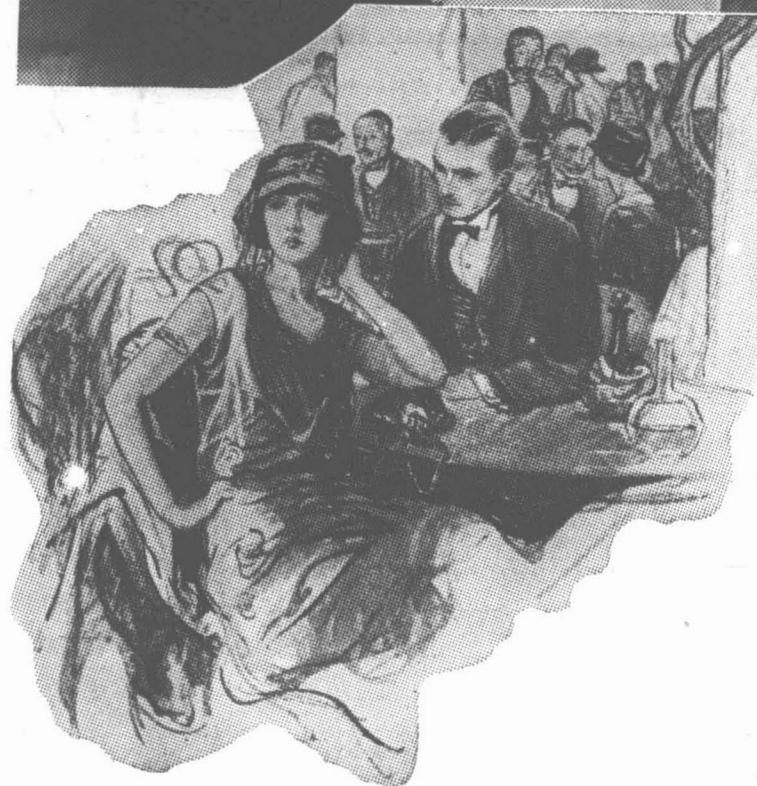
A COLUMBIA PICTURE



2 Col. Ad. Cut No. 20



2 Col. Scene Cut No. 21



COLUMBIA PICTURES presents

## ONE GLORIOUS NIGHT

featuring

Elaine Hammerstein

supported by AL ROSCOE

2 Col. Scene Cut No. 22



# DISPLAY ADVERTISING

## CATCH LINES and AD COPY

The story of a woman's insistence on her natural rights and the sacrifice she made for them.

No false social creeds could bind her. She refused to let a mother-in-law who held the purse-strings dominate her most personal affairs and in so doing made the age old sacrifice only to find that in the end she was, by far, the winner for it.

The story of a man's great love for a woman who married the "other" man and his long years of silent service in adopting and caring for the child she was forced to abandon.

Not a "sex" story but a rich, human drama in which a young girl finds that the ease and luxury of wealth have their own price and that price she would not pay.

## THROWAWAYS, AD CUTS, MAILING LISTS, ETC.

Life's song, played on the heart strings.

The story of a girl who only looked for love and happiness.

The story of a woman's sacrifice and a man's waiting.

A woman through all her mistakes at least came into her own.

A woman's story which carries a message to all women.

A popular actress in a story that will move the most unemotional.

## COPY FOR LETTER

THEATRE

Date.....

Dear Sir or Madam:—

In our desire for things which we have not got we look all except those characteristics which appeal to us. A girl in her desire for all the luxuries that wealth could give her neglected the lack of worry for the morrow that unlimited wealth brought. She completely neglected any consideration of the sort of life led by the people who possessed these things. Did not we all do this? After all there was something that even these people could not give her and which all the wealth in the world could not buy.

"One Glorious Night," featuring Elaine Hammerstein, Roscoe and an all-star cast, tells the story of just such a girl. It is not what she had to submit to with the wealth. This is not a tragedy but the appealing story of a girl's discovery of the difference between reality and the falsity underlying a life of utter selfishness.

"One Glorious Night" will be at this Theatre next week for ..... You will be ready to thank us for having called it to your attention.

Very truly yours,

....., Manager

## POST CARD

THEATRE

Date.....

Dear Sir or Madam:—

Elaine Hammerstein will be shown in "One Glorious Night" at this theatre next ..... for .....

It is the story of a girl and the sacrifice she had to make. She refused to have her personal life governed by the hypocritical code of an artificial social caste. It is a play that will be well worth your seeing.

Sincerely,

....., Manager

# DISPLAY ADVERTISING

## CATCH LINES and AD COPY

story of a woman's insistence on her natural rights and the sacrifice she made for them.

False social creeds could bind her, she refused to let a mother-in-law hold the purse-strings dominating most personal affairs and in so doing made the age old sacrifice only that in the end she was, by far, wiser for it.

story of a man's great love for a woman who married the "other" and his long years of silent service supporting and caring for the child she was forced to abandon.

a "sex" story but a rich, human story in which a young girl finds that the price and luxury of wealth have their own price and that price she cannot pay.

## THROWAWAYS, AD CUTS, MAILING LISTS, ETC.

Life's song, played on the heart strings.

The story of a girl who only looked for love and happiness.

The story of a woman's sacrifice and a man's waiting.

A woman through all her mistakes at last came into her own.

A woman's story which carries a message to all women.

A popular actress in a story that will move the most unemotional.

## COPY FOR LETTER

### THEATRE

Date.....

Dear Sir or Madam:—

In our desire for things which we have not got we often overlook all except those characteristics which appeal to us. A young girl in her desire for all the luxuries that wealth could bring, such as motor cars, yachts, big parties and pretty gowns to wear and the lack of worry for the morrow that unlimited wealth can bring completely neglected any consideration of the sort of life led by the people who possessed these things. Did not wonder if not after all there was something that even these people did not have and which all the wealth in the world could not buy.

"One Glorious Night," featuring Elaine Hammerstein with Al Roscoe and an all-star cast, tells the story of just such a girl and what she had to submit to with the wealth. This is not a sex picture but the appealing story of a girl's discovery of the difference between reality and the falsity underlying a life of utter purposelessness.

"One Glorious Night" will be at this Theatre next ..... for ..... You will be ready to thank us for having called it to your attention.

Very truly yours,

....., Manager.

## POST CARD

### THEATRE

Date.....

Dear Sir or Madam:—

Elaine Hammerstein will be shown in "One Glorious Night" at this theatre next ..... for ..... days.

It is the story of a girl and the sacrifice she had to make when she refused to have her personal life governed by the false and hypocritical code of an artificial social caste. It is a picture that will be well worth your seeing.

Sincerely,

....., Manager.



# DISPLAY ADVERTISING

Five ad cuts that can be used in the newspaper or in your heralds. If you wish you can make a big display with any of them. They fit in many mediums.

COLUMBIA PRODUCTIONS  
PRESENTS

## "ONE GLORIOUS NIGHT"

A WOMAN'S ETERNAL  
SACRIFICE

FEATURING

**ELAINE  
HAMMERSTEIN**

Her longing for the peace of mind and ease in living that wealth could give was only natural. When a man spoke in romantic terms and offered all the things she had wished for, she accepted. She soon learned of the hypocrisy on which the social structure of riches is built. See this story in

### ONE GLORIOUS NIGHT

*Featuring*

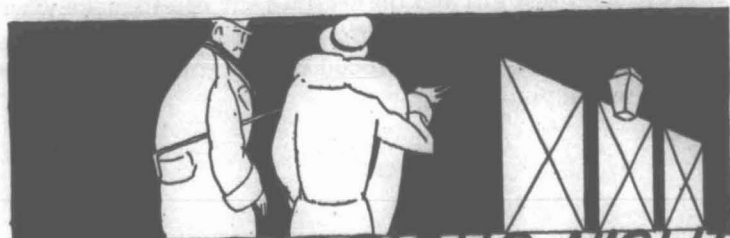
**ELAINE HAMMERSTEIN**

*Supported by*

**Al Roscoe**

And an ALL-STAR Cast.

*Directed by* SCOTT DUNLAP



**"ONE GLORIOUS NIGHT"**

2 Col. Ad. Cut No. 23



2 Col. Scene Cut No. 24

# DISPLAY ADVERTISING

Five ad cuts that can be used in the newspaper or in your heralds. If you wish you can make a big spread of any of them. They fit in many mediums.

COLUMBIA PRODUCTIONS  
PRESENTS

## "ONE GLORIOUS NIGHT"

MAN'S ETERNAL  
SACRIFICE

FEATURING  
**ELAINE HAMMERSTEIN**

Her longing for the peace of mind and ease in life that wealth could give was only natural. When a man in romantic terms and offered all the things she wished for, she accepted. She soon learned of the hypocrisy on which the social structure of riches is based. See this story in

### ONE GLORIOUS NIGHT

Featuring  
**ELAINE HAMMERSTEIN**

Supported by  
**Al Roscoe**

And an ALL-STAR Cast.

Directed by SCOTT DUNLAP



2 Col. Ad. Cut No. 23



2 Col. Scene Cut No. 24



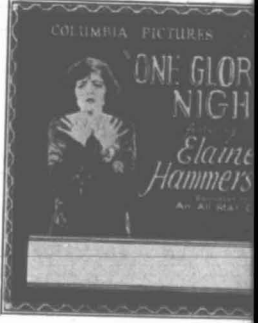
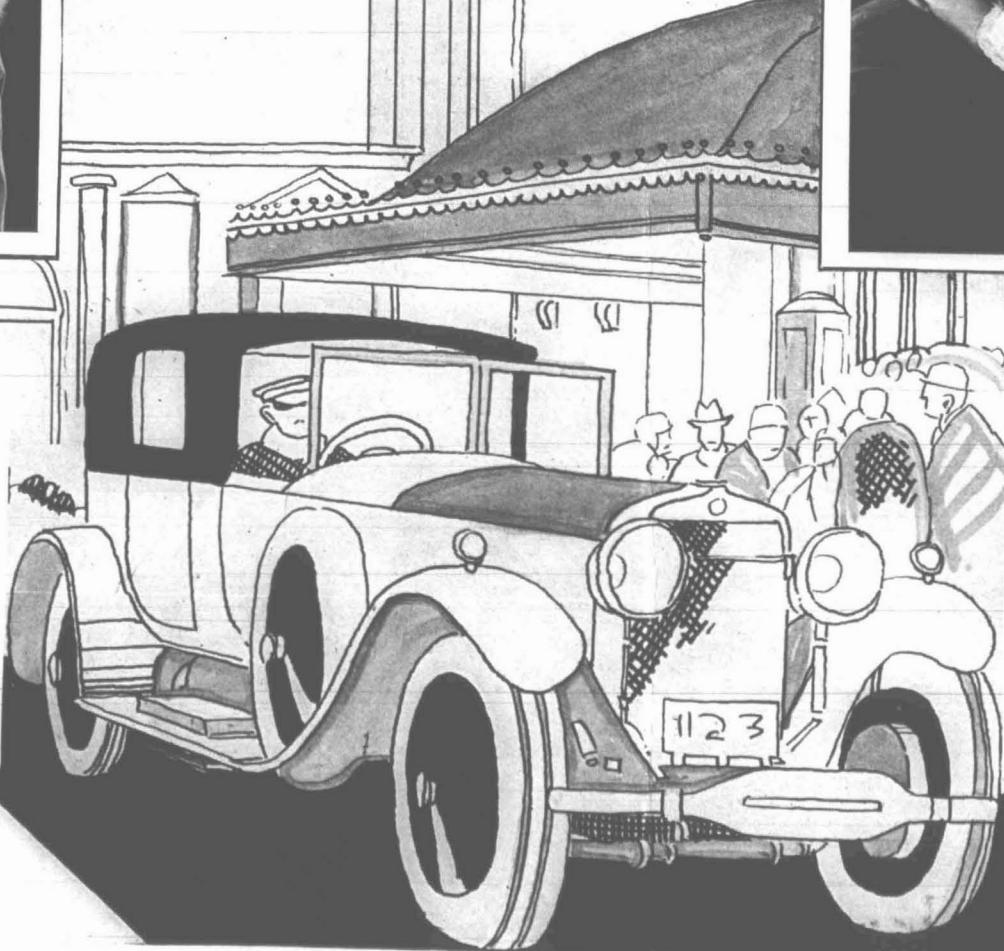
# OIL PAINTINGS AND SLIDES..



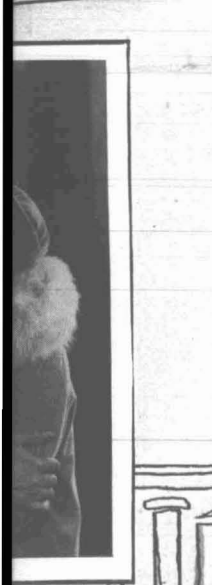
FOUR  
FOUR

□ □ □  
□ □ □

40X 60  
30X 40

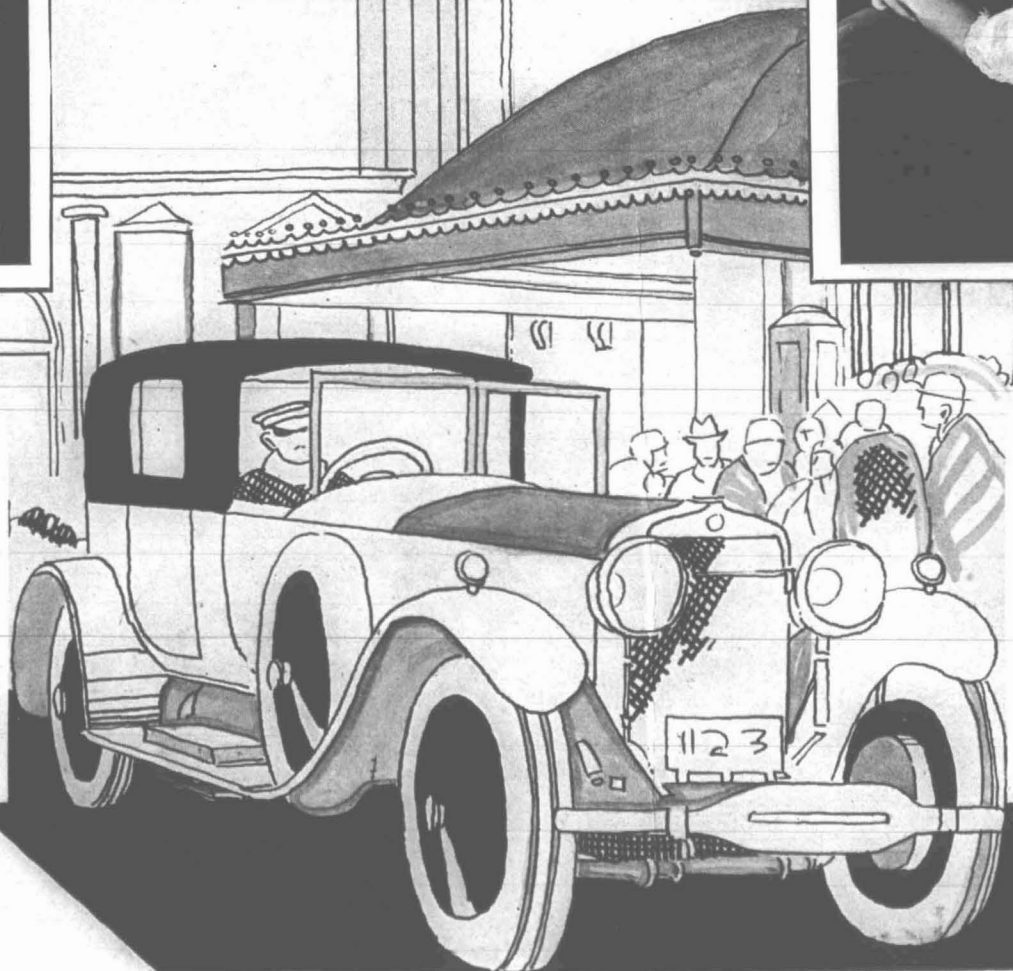
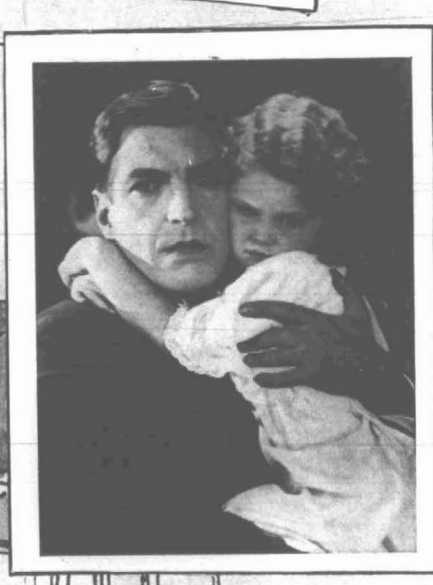


# PAINTINGS AND SLIDES"



FOUR  
FOUR

40X 60  
30X 40





*Julian Bylawski*

Two more combination cuts. Designed by advertising men who know what pulling power means.



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**Catch Lines for Your Heralds, Throwaways, Ad Cuts, Mailing Lists, etc.**

Life's song, played on the heart strings.  
 The story of a girl who only looked for love and happiness.  
 The story of a woman's sacrifice and a man's waiting.  
 A woman through all her mistakes at least came into her own.  
 A woman's story which carries a message to all women.  
 A popular actress in a story that will move the most unemotional.



*Sole Foreign Distributor*

**INTER OCEAN FILM CORPORATION**

218 West 42nd St. New York City

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